

READERS' SATISFACTION LEVEL TOWARDS *THE*
STAR PRINTED NEWSPAPER

NORMALA BINTI MOHD HASSAN

Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2007

LETTER OF SUBMISSION

11 May 2007

The Head of Program
Faculty of Business Management
University Teknologi MARA
Alor Gajah Campus
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "READERS' SATISFACTION LEVEL TOWARDS THE STAR PRINTED NEWSPAPER" to fulfill the requirement as needed by the Faculty of Business Management, Mara University of Technology.

Thank you.

Yours sincerely



NORMALA BINTI MOHD HASSAN
2004610501
Bachelor of Business Administration (Hons) Marketing



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Normala binti Mohd. Hassan, I/C No: 850318-01-5896

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and it is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

11 MAY 2007

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
 CHAPTER 1-INTRODUCTION	
1.1 Background of The Study	2
1.2 Problem Statement	3
1.3 Research Question	4
1.4 Research Objective	5
1.5 Significance of the study	5
1.6 Scope of Research	7
1.7 Definition of Terms	7
 CHAPTER 2- LITERATURE REVIEW	
2.1 Background of Star Publications (M) Berhad	10
2.2 Printed Newspaper	12
2.3 Consumer Behavior	16
2.4 Customer Satisfaction	19
2.5 Customer Loyalty	22
2.6 Theoretical Framework	23
 CHAPTER 3- RESEARCH METHODOLOGY AND DESIGN	
3.1 Research Design	26
3.2 Population	27
3.3 Sampling Size	27
3.4 Sampling Technique	27
3.5 Sampling Frame	28
3.6 Data Collection Method	
3.6.1 Primary Data	29
3.6.2 Secondary Data	30
 CHAPTER 4 – ANALYSIS AND INTERPRETATION OF DATA	
4.1 Introduction	32
4.2 Reliability Test	33
4.3 Respondent Profile	33
4.4 Research Objective 1: Readers' Satisfaction Level Towards <i>The Star</i> Printed Newspaper	36

ABSTRACT

In a past few years, printed media such as newspapers and magazines are the most familiar medium to contribute the information to consumers. Nowadays there are a lot of reading materials in Malaysia for the purpose of giving the information to the customers. *The Star* is one of the newspaper that constantly changing in order to meet the needs of the people and to prepare for challenges in the new millennium. The purpose of this study is to identify the readers' satisfaction level towards *The Star* printed newspaper. Otherwise this study wants to examine whether readers' satisfaction will influence a result of loyalty among *The Star* readers. In order to achieve high standard of excellences and compete with other competitors, it is important for Star Publications (M) Berhad to build a long-term relationship with the customers to make them loyal with the organization, and at the same time try to maintain the quality of *The Star*.

In this research, the researcher chooses an exploratory as a research design in order to achieve the research objectives and to define the problems more precisely. Non-probability sampling is used whereby respondents are selected randomly by asking if they have been read *The Star* before this. The result of the analysis and interpretation the data was examined by established Cronbach's Alpha, Frequency Table, and also The Pearson Correlation. Besides that, some suggestions have been recommended to Star Publications (M) Berhad and such information will definitely assist them in further providing and maintaining the quality as to meet readers' satisfaction, as well as to prepare for any challenges in the future.